BUSINESS KIT · 2026

Ayaan *Lall*

Creator, musician and storyteller. 583.7M views, 433K followers and 100+ brand partners.



@AYAANLALL · COLLABS@GUIDINGSTARORG.COM

THE REACH

Put your brand in front of *583.7M views.*

433K	583.7M+	20.4M+	100+
INSTAGRAM FOLLOWERS	VIEWS	LIKES	BRANDS SAID YES

INSTAGRAM

@ayaanlall

Verified · 582.9M plays on 266 reels · 131K comments

YOUTUBE

@ayaanlall

13.4K subscribers · 47 videos · 773K views on original music

BRAND CAMPAIGNS

190.8M views

Across 103 campaign posts, with 5.9M likes









TRUSTED BY

100+ brands *said yes.*

TECH

Samsung India
Portronics
Lenskart

WATCHES & JEWELLERY

Fossil
Titan Watches
Piaget
Art of Time
Roberto Cavalli Watches
Just Cavalli Time
Indriya Jewels
Tanishq

FASHION

Manyavar
Telon
NM Design Studio
Bipin Tanna
U.S. Polo Assn. India
Nykaa Fashion
Tata CLiQ Luxury
Shantanu & Nikhil
Sawan Gandhi
The Raja Sab
Selected India
Character Paris
Tasva
Kingdom of White
The SG Collection
Veirdo
The Pant Project
Abhinav Jindal
Madhav Agasti
White Cobra Clothing
Whencut Goddamn
Onitsuka Tiger India
Volfsbane
Stripes and Checks Inc
Manish Malhotra
Emporio Armani
Versace
Reliance Brands
Strey × Pokémon
Brune & Bareskin
Nykaa Man

GROOMING & BEAUTY

Monk & Metal
Tira Beauty
Bella Vita
Arcelia
Oral-B India
Beardo
Foxtale
Caudalie India
Clinique India
O3+
Sohrai Beauty
Neude
RAS Luxury Oils
Naso Profumi
Scentido India
Bvlgari
Sereko
Myntra Beauty
Indē Wild

AUTO

Tata Sierra
Škoda India
MG Select

HEALTH & FITNESS

Fast&Up
Ace Blend
Be Wellness India
Wellbeing Nutrition
Flyzone Fitness

TRAVEL & LIFESTYLE

MakeMyTrip
Hyatt Regency Dehradun
Hyatt India
WanderX
WNTR Travel
Narendra Bhawan Bikaner
De'Longhi India
Billion Dollar Club
Aliens Tattoo India

ENTERTAINMENT

Colors TV · Bigg Boss
Endemol Shine India
Salman Khan Films Music
Sony Music India
Believe Music India
The Fear Project





RESULTS

What brands *got back.*



× TIRA BEAUTY

37M VIEWS 202K LIKES

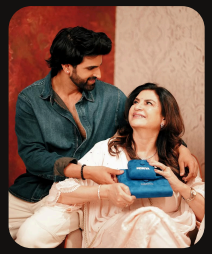
GROOMING & BEAUTY



× COLORS TV · BIGG BOSS

14.1M VIEWS 658K LIKES

ENTERTAINMENT



× INDRIYA JEWELS

13.5M VIEWS 42.3K LIKES

WATCHES & JEWELLERY



× U.S. POLO ASSN. INDIA

9.84M VIEWS 10.6K LIKES

FASHION



× TATA CLIQ LUXURY

9.02M VIEWS 200K LIKES

FASHION



× ENDEMOL SHINE INDIA

7.45M VIEWS 183K LIKES

ENTERTAINMENT









PACKAGES

Ways to *work together.*

The Essential

1 REEL · 1 STORY · 1 MONTH AD RIGHTS

- 1 Collab Reel, concept and script by Ayaan
- 1 Story with link sticker
- 1 month of ad rights on the reel
- Brand tag and paid-partnership label
- Your approval before it goes live

The Signature

MOST POPULAR

1 REEL · 2 STORIES · 1 STATIC · 3 MONTHS AD RIGHTS

- 1 Collab Reel, concept and script by Ayaan
- 2 Stories with link stickers
- 1 static post with editorial stills
- 3 months of ad rights
- Your approval before it goes live

Launch Campaign

2 REELS · 4 STORIES · 1 STATIC · 3 MONTHS AD RIGHTS

- 2 Collab Reels across launch week
- 4 Stories: teaser, launch day and reminders
- 1 static post with editorial stills
- 3 months of ad rights
- Results shared after the campaign

Event Appearance

APPEARANCE · LIVE STORIES · 1 RECAP REEL

- Attendance at your launch, show or party
- Live Story coverage from the event
- 1 recap Reel within the week
- Photos and press at the venue
- Hosting or performance on request

Store Visit

STORE VISIT · 1 REEL · 2 STORIES

- Visit to your store or pop-up
- 1 Reel shot in store
- 2 Stories with location tag
- Meet-and-greet on request
- 1 month of ad rights on the reel

Brand Ambassador

3 MONTHS · MONTHLY REELS AND STORIES · FULL AD RIGHTS

- 3-month partnership, extendable
- Reels and Stories every month
- Category exclusivity for the term
- 1 event or store appearance
- Ad rights for the full term

Add-ons: Extra month of ad rights · Extra Story · Extra static post · Original music or sound · YouTube Shorts cross-post · Raw footage hand-over · Category exclusivity · Express turnaround · Link in bio. Every package can be tailored. Costing on request.









HOW IT RUNS

01

Brief

Share your goals, dates and budget.

02

Proposal

Concept, deliverables and costing from the team.

03

Create

Ayaan scripts and shoots. You approve.

04

Report

Live on the agreed date, with the numbers.

Let's make *yours.*

For costing and bookings

collabs@guidingstarorg.com